

Citizens' Revenue Review and Economic Competitiveness Commission **Revenue Options**

Sales and Use Tax

Proposal:	Increase retail sales tax rate by $\frac{1}{2}$ cent to 9.25% total for general revenue purposes
Estimated Revenue:	\$103 million
Required to Enact:	Six affirmative votes from City Council and 50%+1 voter approval in a regular municipal election
Notes:	The City now has a tax rate of 8.75%, tied for the lowest tax rate in San Diego County and among all major California cities
Comments:	



Business Tax

Proposal:	Restore 1993 rates of \$125 plus \$5 per employee for general revenue purposes.
Estimated Revenue:	\$8.3 million
Required to Enact:	Five affirmative votes from City Council and 50%+1 voter approval in a regular municipal election.
Notes:	San Diego has the lowest business taxes among major California cities. San Diego businesses pay an average of \$79 annually, compared to \$233 in San Jose, \$769 in Oakland, \$1,281 in Los Angeles and \$5,253 in San Francisco.
Comments:	



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Residential Trash Collection Fee

Proposal:	Adopt trash collection fees based on container size. Fee for trash pickup varies based on container size. No fees for recycling and green waste.
Estimated Revenue:	\$34 million.
Required to Enact:	Revocation or modification of Peoples Ordinance; Cost of service study:
N 1 /	Council approval 5 votes, subject to majority of residents/users protest.
Notes:	The Grand Jury recommends the City charge for
	trash collection. The City would not charge fees for
	recycling in to encourage recycling and minimize waste.
Comments:	

Beach Parking Lots Fee



Beach parking lots recover related parking, traffic control, street and

beach maintenance costs

Estimated Revenue: \$2.

\$2.8 million

Required to Enact:

Approval: requires Cost of service study: Council approval 5 votes, subject to majority of residents/users protest. If lot concession/s

	awarded, may be subject to Managed Competition rules.
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Comments:	
Comments.	



Mission Bay Park & Recreation Parking Fees

Proposal:	Mission Bay Park parking lots recover related parking, traffic control, street and bay maintenance cost	
Estimated Revenue:	\$5.2 million	
Required to Enact:	Approval: requires Cost of service study: Council approval 5 votes, subject to majority of residents/users protest. If privatized, may be subject to Managed Competition rules.	
Notes:		
Comments:		



Please prioritize revenue options

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- a) Sales and use tax
- b) Business Tax
- c) Residential trash collection fee
- d) Beach Parking Lots Fee
- e) Mission Bay Park and Recreation Parking Fees